



Buy Detail Report

Revision #: Date: 9/20/2012

Send Billing To: Love Communications

Vendor: KSL-TV

Estimate: 318

Client: Ben McAdams for Salt Lake County Mayor

Media: TV

55 North 3rd West

546 S. 200 W

Product: Mayor

Description: Ben McAdams TV

Market: Salt Lake City-Ogden

Salt Lake City, UT 84010-1160

Salt Lake City, UT 84101

Primary Demo: Adults 25-64

Flight Start Date: 9/17/2012 05:00 AM

Contact: Shannon Roberts

Phone: 801-519-8880

Separation between spots: 30

Survey: Nov11 DMA Nielsen Live+7

E-Mail: shannon.roberts@ksl.com

Fax: 801-519-8884

Buyer: Peggy Conway

Phone: 801-575-5845

Fax: 801-575-5830

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/24 10/1 10/15 10/22	Total Spots	Adults 25-64 Rtg/CPP
KSL-TV							
14	MTuWThF 6:00a-7:00a KSL 5 NW TDY 2	EM		30	1 1 2 2	6	2.0 \$80.00
15	MTuWThF 6:00a-7:00a KSL 5 NW TDY 2	EM: 15		15	1 1 1 1	4	2.0
16	MTuWThF 7:00a-8:00a TODAY SHW	EM		30	2 2 2 2	8	\$40.00 2.5 \$132.00
17	MTuWThF 8:00a-9:00a TODAY SHW	EM		30	1 1 0 0	2	1.5 \$153.33
18	MTuWThF 8:00a-9:00a TODAY SHW	EM: 15		15	1 1 0 0	2	1.5 \$76.67
19	MTuWThF 9:00a-10:00a TODAY SHW2-NBC	DT:1 5		15	2 2 0 0	4	1.0 \$70.00
22	MTuWThF 12:00p-1:00p KSL 5 NWS-NOON<	DT		30	1 1 0 0	2	1.0 \$125.00
23	MTuWThF 12:00p-1:00p KSL 5 NWS-NOON<	DT:1 5		15	1 1 0 0	2	1.0 \$63.00
24	MTuWThF 5:00p-5:30p KSL 5 NWS AT 5<	EN		30	1 1 2 2	6	2.0 \$150.00
25	MTuWThF 5:00p-5:30p KSL 5 NWS AT 5<	EN:1 5		15	1 1 1 1	4	2.0 \$75.00
26	MTuWThF 6:00p-6:30p KSL 5 NWS AT 6<	EN		30	2 2 2 2	8	2.0 \$162.50
27	MTuWThF 6:30p-7:00p KSL 5 NWS-6:30<	EN		30	1 1 1 1	4	2.0 \$150.00



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546 S. 200 W

55 North 3rd West

Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/4/2012 04:59 AM

Media: TV
Product: Mayor

Salt Lake City, UT 84101

Salt Lake City, UT 84010-1160

Survey: Nov11 DMA Nielsen Live+7

Market: Salt Lake City-Ogden

Phone: 801-519-8880

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Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/24 10/1 10/15 10/22	Total Spots	Adults 25-64 Rtg/CPP
28	KSL-TV MTuWThF 6:30p-7:00p	EN:1 5		15	1 1 0 0	2	2.0
29	KSL 5 NWS-6:30< M 7:00p-9:00p	PT		30	0 1 0 0	1	\$75.00 6.0
30	THE VOICE MTuWThF 10:00p-10:35p	LN		30	2 2 2 2	8	\$316.67 5.0
31	KSL 5 NWS-10< Tu 9:00p-10:00p	PT		30	0 1 0 0	1	\$250.00 6.0
32	PARENTHOOD-NBC Su 7:00p-9:30p	PT		30	0 1 0 0	1	\$316.67 7.0
33	sun night football Su 10:00p-10:35p	LN:1 5		15	1 1 1 1	4	\$278.57 5.0
34	KSL 5 NWS 10P SUN Su 10:35p-11:05p	LF		30	1 1 1 1	4	\$125.00 3.0
67	SPORTSBEAT SUN MTuWThF 10:00p-10:35p	LN:1 5		15	2 2 1 1	6	\$116.67 5.0
	KSL 5 NWS-10<					79	\$125.00
				Total Spots:		79	
				Total GRP/GIMP(Mil):		223.0	
				Total CPP/CPM:		\$157.70	
				Total Cost:		\$35,166.00	

Signature: 



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				9/24	10/1	10/15	10/22

Disclaimer: